

Photography Style

People

Shots should be simple, direct and feature real people, not fashion models. They should show interaction to reflect relationships between people. The people captured, can either be looking off camera or giving direct eye contact. People should look positive, approachable and natural with an appropriate mix of race, age and gender to reflect the area.

Location

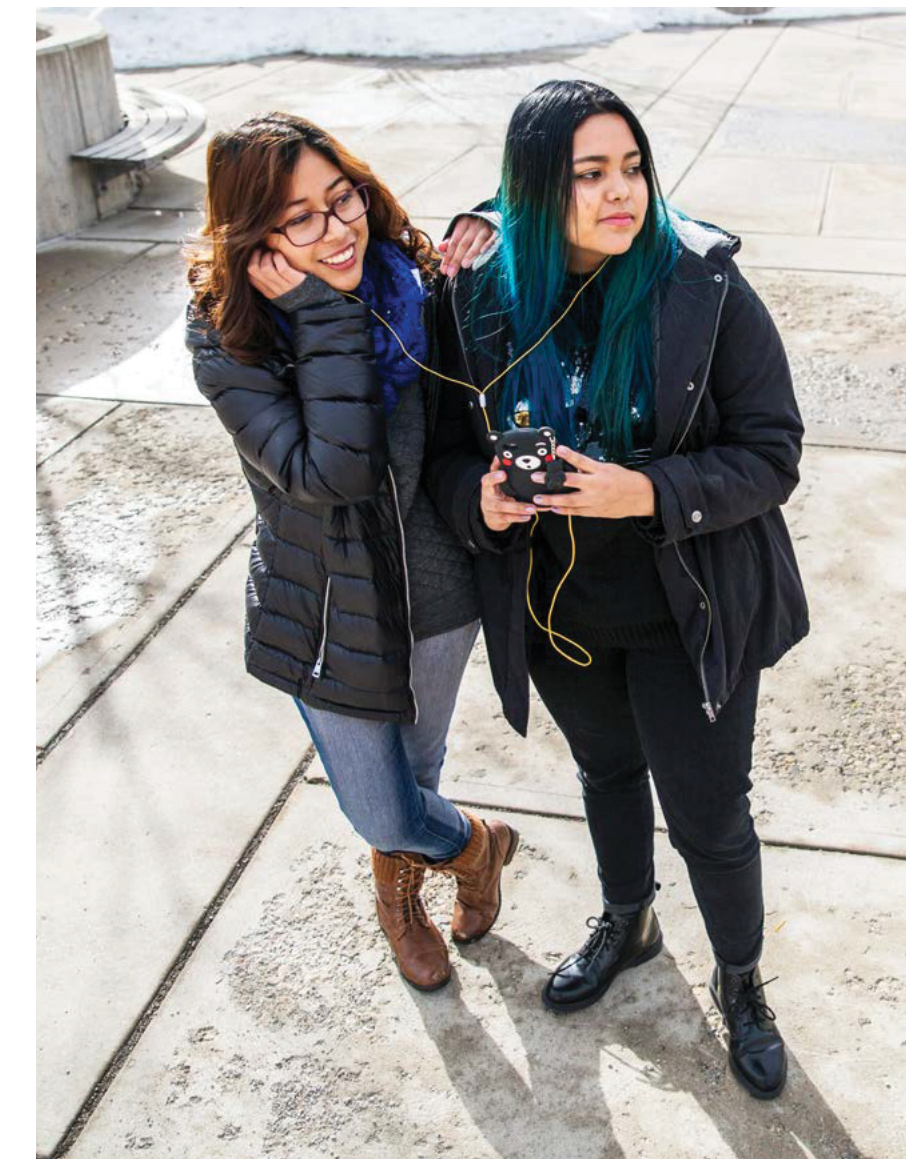
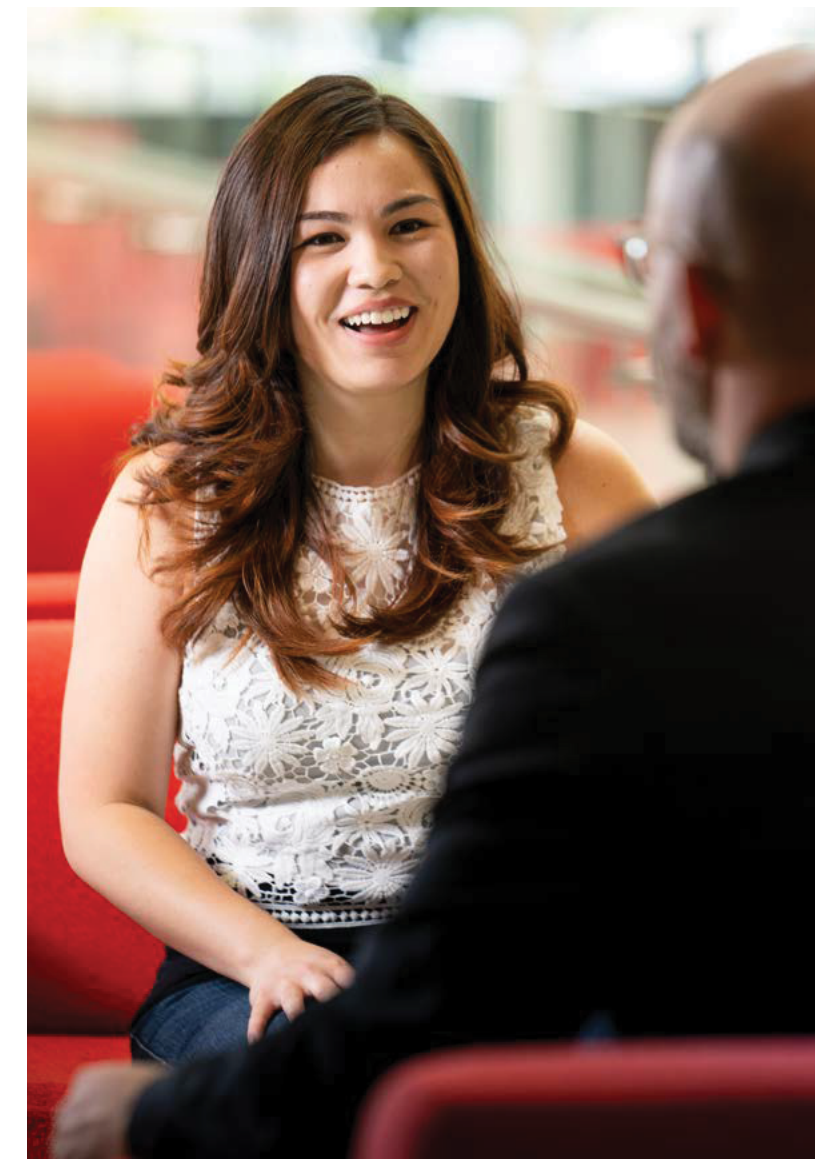
To provide authenticity locations should be from around the U campus.

Image Library

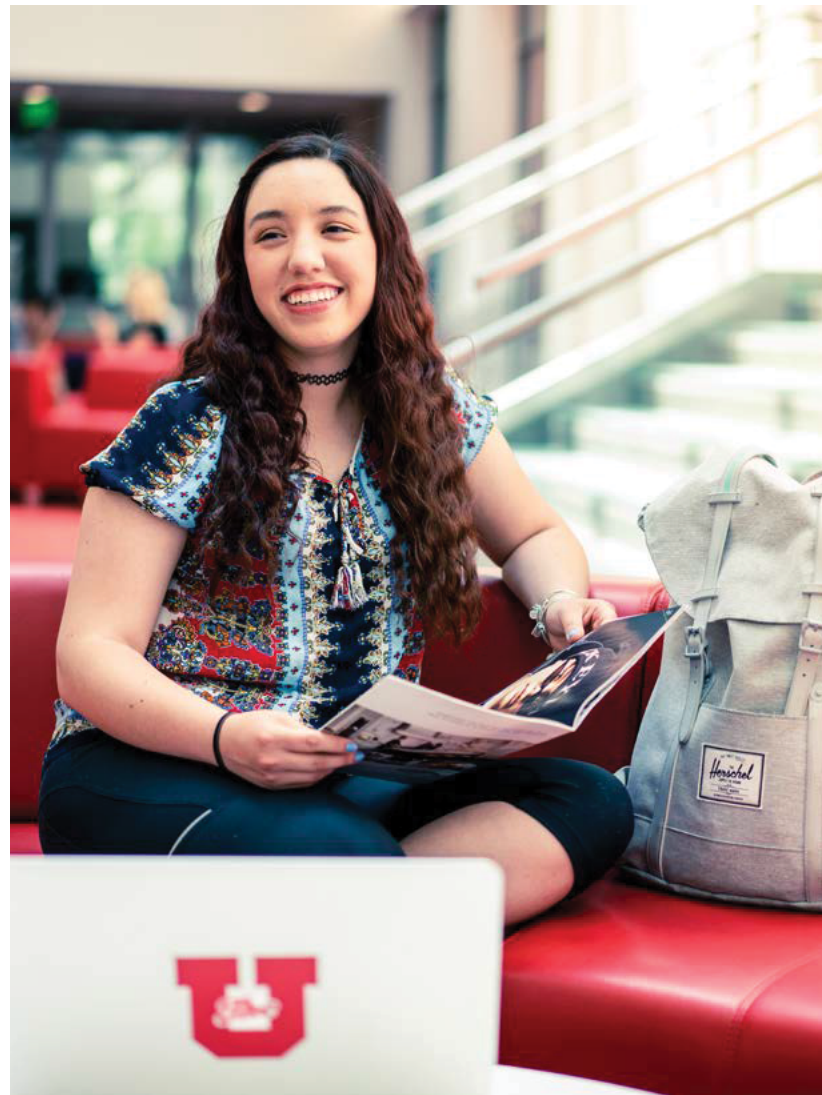
We have a library of images available for use by campus departments. Please visit utah.photoshelter.com.

Specific shots

From time to time you may need to be more specific in your communications and this may involve using a particular location, talent and getting them to act in a certain way. Within this situation, it is very important to create a sense of naturalness and to avoid clichéd poses or effects. All our photography should support our brand attributes through characteristics of the people, their actions and their environments. If you need assistance with specific photos, please contact University Marketing and Communications.



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Photography Permissions

ALL subjects or talent participating in photos, videos, or audio recordings need to sign a release form—no matter the purpose of the project (PR, marketing, editorial, magazine, etc.).

Occasionally, you may work with donors, pro athletes, celebrities, politicians or other VIPs who have their own contract guidelines and stipulations.

If a subject younger than 18 is involved, the form needs to be signed by a parent/guardian.

You can find these forms along with more detailed guidelines on our brand website:

brand.utah.edu/permission-guidelines-for-photos-videos/



***Photographs
will be taken at
today's event.***